

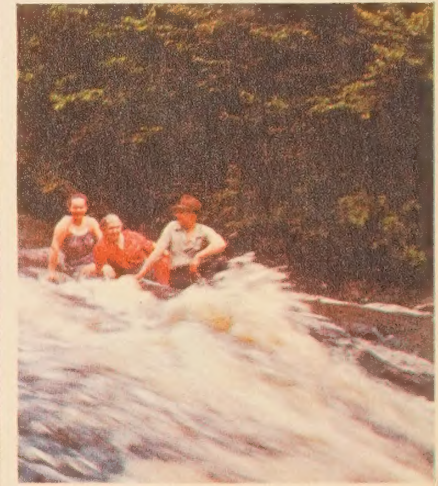
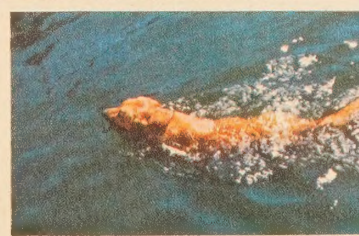
ONTARIO

ONTARIO -
DEPT. OF TRAVEL

Government
Publications

Friendly,
Familiar,
Foreign
& Near

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ONTARIO

Department
of Tourism &
Information

Province
of Ontario
Parliament
Buildings
Toronto
Canada

Hon. James Auld
Minister

A. S. Bray
Deputy Minister



A tree-shaded
lagoon provides a
serene afternoon
of boating.



Sun, sail and water—a familiar Ontario sight.



The tantalizing smell of
coffee outdoors.

Fifteen million Americans can't all be wrong. That's how many visit Ontario—roughly half the total crossing into Canada each year—not to mention an estimated 2,000,000 more from our sister provinces.

They come for variety and contrast, two basic ingredients for holiday fun. So put yourself in the picture and see what's in store for you in Ontario.

In its big industrial cities you can enjoy cuisine from around the world in elegant restaurants. Yet only a few hours away by modern highway, you can feast on fresh-caught trout cooked over an open fire on a rocky lake shore.

In sophisticated Toronto, Ontario's capital city, the hottest jazz this side of New Orleans is played in off-beat coffee houses. A hundred miles northward the weird and lonely mating call of the loon is heard at nightfall.

So heavy is vehicular traffic around Toronto that the Macdonald-Cartier Freeway (Highway 401) across the top of the city is 12 lanes wide. But less than 200 miles distant you can paddle a canoe in vast provincial parks and not meet another soul for days.

At Stratford, Shakespeare is seen all summer in an ultra-modern arena theatre. On Manitoulin Island visitors are treated every August to a full-dress powwow

attended by 18 North American tribes from six different nations. During July and August stalwart guardsmen in bearskin busbies parade on Ottawa's Parliament Hill. Near Kincardine, on blue Lake Huron, is one of the world's first and largest nuclear power stations—and it's open to the public.

Crossing the international border into Ontario is always exciting for the first-time American visitor—offering a chance to catch his first glimpse of a scarlet-jacketed Mountie, to see British and Canadian flags atop government buildings, to count his change in vari-coloured Canadian paper money.

For an urban holiday, you'll enjoy the melting pot of Toronto's 1,800,000 people—practically a third of whom emigrated here in the past two decades from every corner of the world. They have brought a delightful international flavour to shopping, dining and after-dark entertainment.

But should you have a yen for the great outdoors, Ontario's quarter million lakes, its thousands of square miles of resort regions, its hunting and its fishing will prove enchanting. You will find comfortable motels, hotels, lakeside cottages and outfitters camps along its vast network of highways and dirt roads carved through wilderness.

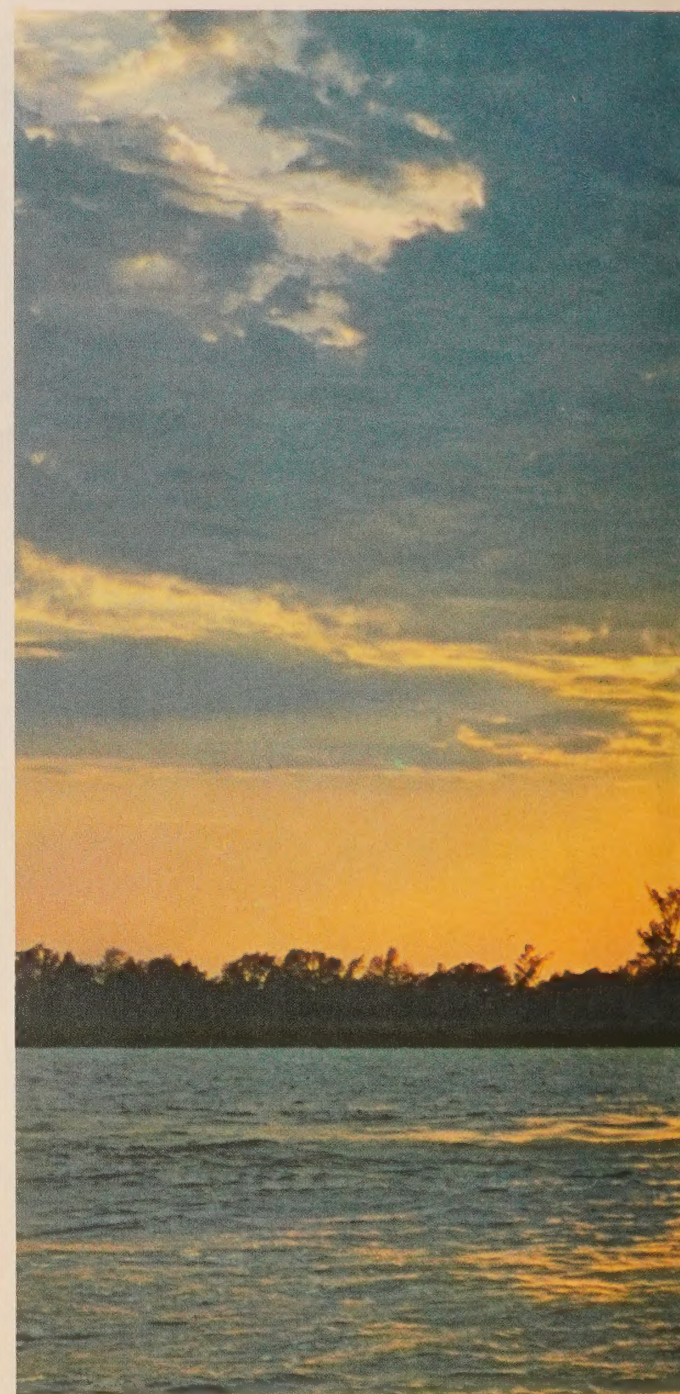
Your camera will be kept constantly busy snapping wild-life along storied nature trails.

City parks in spring are carpeted with daffodils and brightly hued tulips, and the blossoms of peach, apple and cherry orchards perfume the countryside for miles. In summer, temperatures range from a comfortable 70 degrees to a hot 90, but evenings are refreshingly cool.

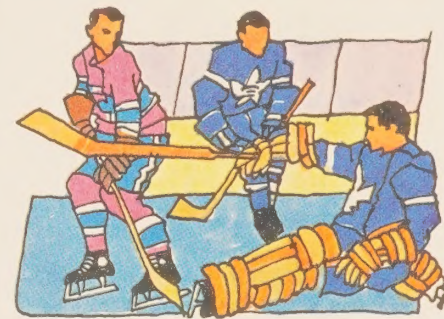
In autumn southern lakeland regions are ablaze with the gold and scarlets of changing foliage. Then comes winter with its attendant snow sports which draw skiers and curlers by the thousands.

Ontario's 6,500,000 residents—one third of all those in Canada—are predominantly Anglo-Saxon with English the major language. But French-speaking descendants of the colonists who arrived here three centuries ago are scattered throughout the province. Europeans of every country on the Continent work in its cities, its farms, mines and remote bush camps. Sari-clad East Indians and Africans from British-ruled nations attend its universities.

Ontario indeed is friendly, familiar, foreign and near—steeped in colonial tradition, yet as modern as tomorrow.



Comradeship along the St. Lawrence River.



The tranquility of nature.



They come to Ontario by car, train, plane, bus and boat—but most visitors arrive in the family auto. More than 83,000,000 people live within one-day driving range of Ontario and a vast network of roads fans across the province to ease them to chosen vacation areas.

For U.S. visitors alone—as can be seen from the map alongside—there are no less than 17 entrances to Ontario, and at each of them friendly customs and immigration officers are ready to make the border crossing swift and hospitable.

Nearby are Ontario government reception centres. There our scarlet-jacketed information girls are ready to supply answers to all the visitors' questions. They are experts on the province and will help with routings, accommodation advice, campsite facilities, restaurants, theatres, shopping and fishing and hunting regulations. Spanning the province from east to west are 1,500 miles of the famed Trans-Canada Highway, arching from Manitoba through

the magnificent wilderness north of the Great Lakes, sweeping down through the industrial heartland and paralleling the historic Ottawa River to the Quebec border.

Once inside Ontario, the motorist has a virtually limitless choice of routes. Ontario offers 86,000 miles of excellent roads, ranging from cloverleaf-crossed 12-lane routes through Toronto to paved, graded roads into northern bushland.

In southern Ontario there are 500 miles of 60 m.p.h. expressways—and the roads are toll-free. Only on two soaring, by-pass bridges are there any charges, and these are a reasonable 15 cents each.

The highways are dotted with parkettes and resting places, many of them with their own barbecue grills. Clean, pleasant roadside parks are frequent, camping areas are within easy driving distance of one another. Except in wilderness areas, service stations and restaurants are always handy.

Ontario's highways are superbly marked and there is a noticeable absence of billboards to block the dramatic views.

The traveller has a choice of accommodation ranging from campsites to luxury hotels, motels and lodges, all of them government regulated and supervised. For campers, facilities are available in most of the 90 provincial parks which range in size from a few acres to the 2,910 square mile wilderness of Algonquin Park.

Waterways which once formed the lifeline of the province now offer unparalleled boating. The yachtsman has the choice of the broad sweep of the Great Lakes, the majestic route of the St. Lawrence River (a trip through the Thousand Islands is a never-to-be-forgotten cruise) or an idyllic journey along two great canal systems.

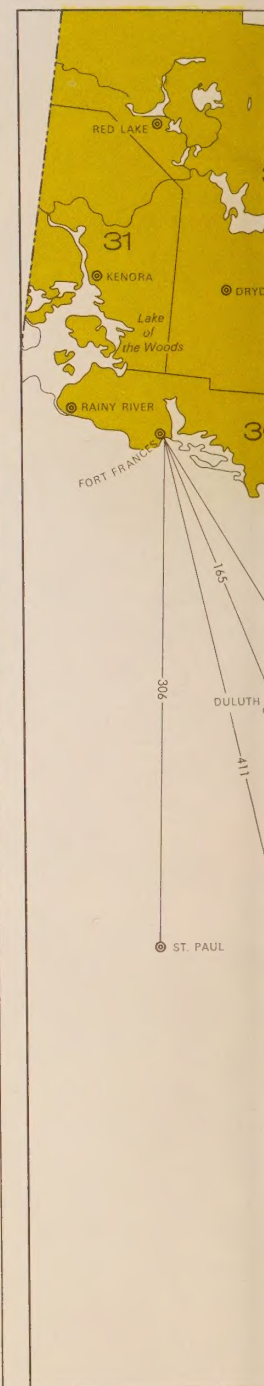
In streams, rivers and our lakes (we have 250,000 of them) bass, pickerel, pike, muskellunge, whitefish and a wide variety of trout are waiting to be teased

into striking.

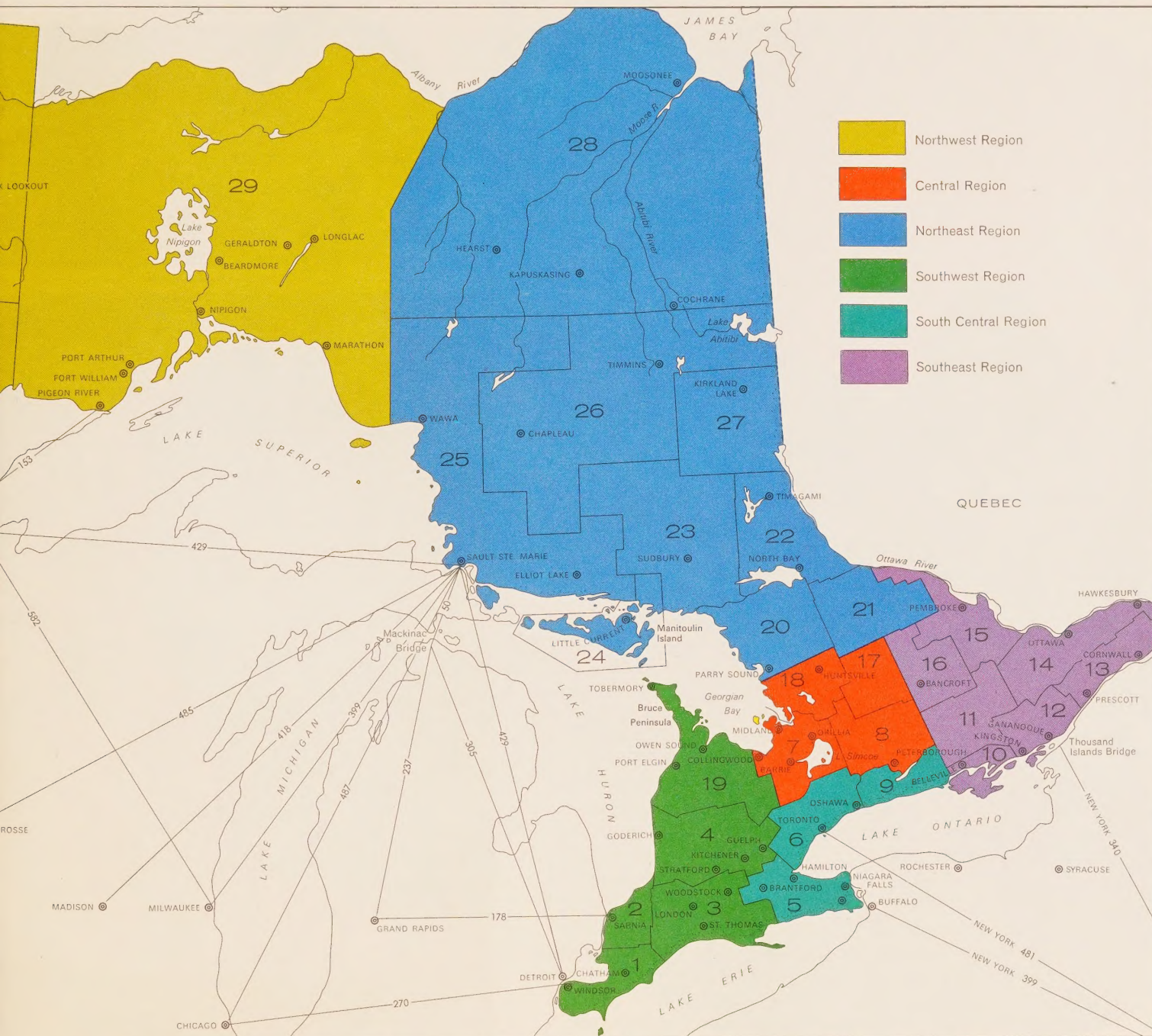
Hunters have the pleasant problem of deciding what game they wish to catch in their sights—upland birds, bear, moose, deer, and the renowned Canada goose.

Ontario is history. Here were settled the soldiers and settlers who fled the U.S. following the American Revolution. Many of the battles of the War of 1812 live again at the province's well-manicured historic sites, and homes a century and more old dot the countryside and city landscapes.

Ontario in winter is an enchanted land, from the sparkling lights of its cities to the cool calmness of the ski slopes a few miles away. Along the 1,300 miles from Ottawa in the southeast to Kenora in the northwest, more than 100 resorts now bristle with the latest in ski tows and lifts. At numerous winter carnivals visitors can test their skating and curling skill or sit around log fires in congenial company.



Ontario Vacation Areas



- 1 Kent Essex
- 2 Lambton-Sarnia
- 3 Central Erie
- 4 Mid-Western
- 5 Niagara-Iroquoia
- 6 Metropolitan
- 7 Huronia-Lake Simcoe
- 8 Kawartha Lakes
- 9 Great Pine Ridge
- 10 Bay of Quinte
- 11 Hastings & Land O'Lakes
- 12 Rideau Lakes—1000 Islands
- 13 Seaway Valley
- 14 Lower Ottawa Valley
- 15 Upper Ottawa Valley
- 16 Madawaska Valley
- 17 Highlands of Haliburton
- 18 Muskoka
- 19 Grey-Bruce
- 20 Parry Sound, Almaguin Highlands, Georgian Bay
- 21 Algonquin Park
- 22 Nipissing
- 23 Sudbury
- 24 Manitoulin
- 25 Algoma
- 26 Golden Route—101
- 27 Timiskaming
- 28 James Bay Frontier
- 29 Upper Lake Superior
- 30 Rainy River
- 31 Lake of the Woods
- 32 Patricia

South Central

They call it "Canada's Golden Horseshoe." And not without reason.

This is the 115-mile stretch of Lake Ontario shoreline which bristles with industrial activity in an almost unbroken chain from the Niagara Peninsula clear through to auto-making Oshawa east of Toronto.

No other section of Canada can match the manufacturing capacity or concentrated wealth of this plant-studded arc which produces everything from fine precision instruments to airplanes and cars.

And unlike most other industrial regions with their usual belching smoke stacks, the factories along this fabulous route are almost a sightseeing attraction in themselves. Nearly all are gas or electric powered, which accounts

for their cleanliness, and each seems to try to outdo the other in architectural design and landscaping.

At no point would a traveller encounter monotony while motoring along the Queen Elizabeth Way between Toronto and Niagara Falls, despite the fact it carries one of the heaviest traffic loads in all of Canada.

In spring, thousands upon thousands of cars converge on the Niagara area to revel in its spectacular blossom season. This is the nation's fruit basket supplying world markets with apples, peaches, cherries and grapes.

But a definite "must" for tourists any time of year, of course, is Niagara Falls itself. Long the honeymoon capital of the world, it is also one of its seven

wonders. Its annual visitors are counted in the millions and they come from every province and every state in the union including Alaska and Hawaii.

Three gigantic lookout towers and a helicopter service offer dramatic views of the Falls from every conceivable angle, but still the perennial favourite with sightseers is a trip aboard the storied "Maid of the Mist," a passenger cruise boat which sails upstream through turbulent waters to the very base of the Falls. Passengers must don slickers and sou-westers for this exciting trip.

The city itself is laid out in flower-filled parks and tree-lined drives with the spectacular view of the Falls always in view. After dark the American and Horseshoe Falls are floodlit in a



Fountains glisten along Toronto's University Avenue.

Rural Ontario landscape.



Lake Ontario
breezes provide
tantalizing
sailing



maze of rainbow colours which coax many visitors to remain overnight.

While Niagara Falls is a scenic wonder, it is also an obstacle in Great Lakes shipping. To by-pass the 180-foot drop between the lakes ships must navigate through the Welland Canal. Ocean-going vessels can be seen passing through eight different locks from 21 bridges which span this 27-mile waterway.

Mid-way between beautiful Niagara and bountiful Toronto lies Hamilton—steel capital of Canada and one of the busiest ports on the Great Lakes system. Night travellers are afforded a spectacular view of this mountainside city from nearby Burlington Skyway, and the Royal Botanical Gardens at its eastern approach is a renowned

sightseeing mecca.

Across the rugged face of the city's hilly backdrop is a new hiker's nature trail which wends its way for 285 miles from Niagara to Georgian Bay.

Just west of Hamilton is the childhood home of Alexander Graham Bell at Brantford. It was there the inventor conducted his early experiments with the telephone in 1876. Farmers' fences carried the strand of stovepipe wire Bell used to transmit the first message to the home of a friend three miles distant. Next day he made a "long distance" call from Brantford to Paris (Paris, Ontario, that is) seven long miles away. Brantford is also the home of the Six Nations Indian reserve, and other pieces of memorabilia are statues to Indian poetess Pauline

Fireworks umbrella at Canadian National Exhibition.





Toronto's Bloor St. by night



Canadiana collection - Royal Ontario Museum



"They're Off" at Mosport.



Johnson and Indian Chief Joseph Brant who figured prominently in the War of 1812 on the side of Britain.

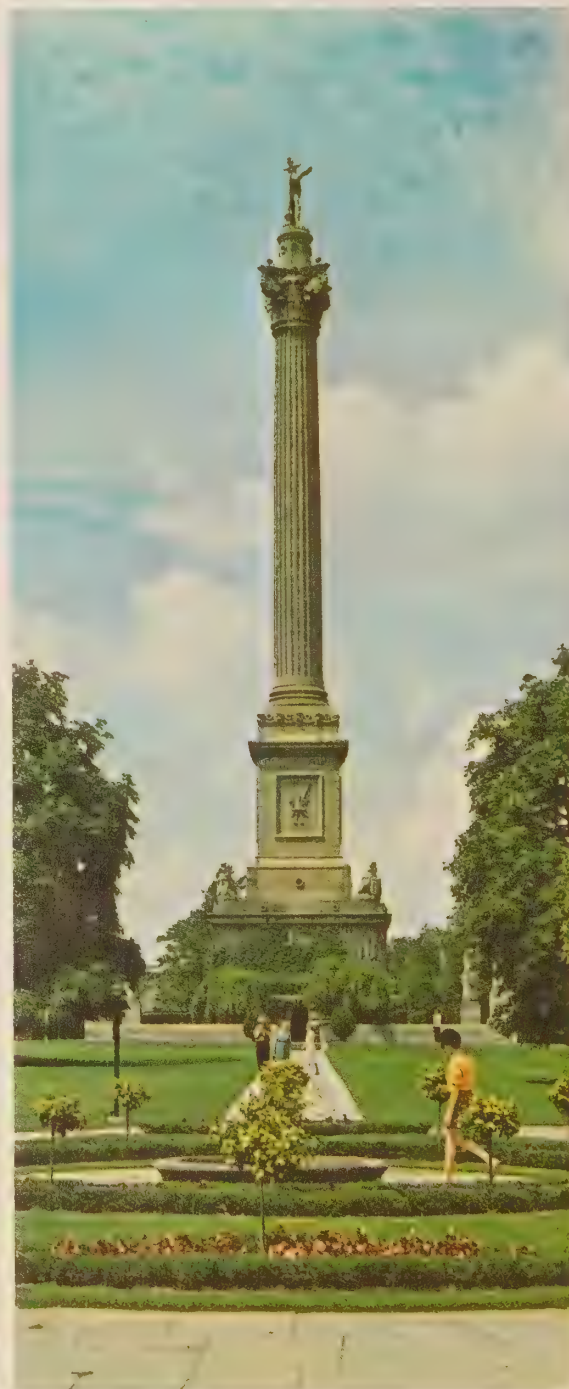
Northward through this section of south central Ontario all roads lead to rolling hills, pastoral farmlands and sleepy villages which have managed to defy change for 50 years or more.

Heading north from Toronto the traveller passes through an important core of pioneer history. In 1837 there was a short-lived rebellion against the British colonial government and many of the taverns, churches, and homes which figured in the revolt can be seen today. It was led by William Lyon Mackenzie, newspaper editor, Toronto's first mayor, and grandfather of

William Lyon Mackenzie King, one-time prime minister of Canada. Mackenzie's Toronto home is now a shrine.

Eastward from Toronto thousands of summer vacationers are drawn to resorts dotting the shores of Rice Lake. They come not only for the superb fishing this lake affords but to visit Serpent Mount Provincial Park near the lakeside village of Keene. Artifacts and skeletal remains found here pre-date the Roman invasion of England.

This is the industrial heartland of Canada, an area visited by ocean freighters, trans-oceanic airlines, trans-continental railways and millions of automobiles carrying travellers to a happy fun-filled holiday.



Brock Monument. Queenston.

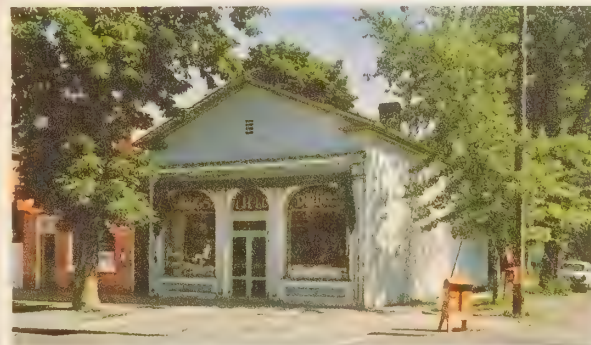




Toronto's famed Casa Loma.



one of Seven wonders
of the World



Drug Store, Niagara-on-the-Lake.



Central

Ontario's central vacation region encompasses sparkling lake-lands, rocky remnants of the tumultuous Ice Age—and history from Canada's very beginnings.

Blended together they spell holiday with a definite difference. Take Muskoka—where tens of thousands of Toronto families spend their carefree summers. This is an area, just 90 to 140 miles removed from the hustle and bustle of the Ontario capital, where any moment a nomadic deer might amble out of the underbrush and dart in front of your car. And where, in one of its many resort towns, dreamy-eyed youngsters dance under the stars to the music of big-name bands.

First-time visitors might be understandably awed by the notable affluence of this district's summertime revellers. Big, palatial holiday retreats line its shorelines and dot its myriad islands and these are reached in motorboats worth more than the highest-priced car.

But not only the wealthy find a happy holiday here. In such resort towns as Gravenhurst, Bracebridge and Huntsville, there are motels and cabins, hotels and lakeside lodges to accommodate every purse. If you own a boat, bring it along, and join in the fun. Most visitors,

however, are content to take a cruise and let the pilot do the navigating as they share with their soul-mates the magnificence of Muskoka.

In earlier times paddle-wheelers carried settlers to the upper reaches of Muskoka. Then came the larger steamboats for 100-mile pleasure cruises on the three Muskoka Lakes—Muskoka, Joseph and Rosseau. These no longer sail. But a reminder of their glorious era is found at Gravenhurst. Tied side-by-side in the water are the Sagamo and her faithful sister Segwun, one now a museum, the other a floating restaurant.

"Miss Muskoka," a modern 200-passenger cruise ship now carries on the tradition of the now disabled steamers with daily cruises out of Gravenhurst. More than a summer boating playground, Muskoka attracts tens of thousands of visitors in autumn to view its exquisite changing leaves and indulge in the gaiety of its famed Cavalcade of Colour. Muskoka also is noted for its fine ski resorts which boast the latest lifts and snow-making equipment.

What makes Ontario's central vacationlands a delight is that they can be reached within an hour or two from its most populated areas even in rush-

Santa's Village, Bracebridge, is children's paradise.





hour traffic.

Wide open spaces lie just beyond its cities for Ontario is BIG country in every sense of the word. But don't expect an interminable terrain of pine forests and uncharted lakes before reaching your next destination. There were visitors here long before us.

Whiteman's earliest traces are found within 100 miles of Toronto, at Midland on Georgian Bay. There, standing on a high promontory is the Martyrs' Shrine, commemorating the torture-before-death of eight Jesuit missionaries.

Almost within the shadow of the shrine is the restored site of Fort Ste. Marie, where priests sent from France brought Christianity to the Huron tribesmen but were repulsed by the warring Iroquois. The fort, painstakingly pieced together by an archaeological team from the University of Western Ontario, brings early Canadian history much to the fore.

Meanwhile, tourists to this area, known as Huronia, may explore an authenticated Indian village a couple of miles away, replete with palisades and longhouses, artifacts and lore.

In this same general Georgian Bay area are found some of the province's better ski slopes,

notably Collingwood, Thornbury and Owen Sound. Orangeville's Hockley Valley and Kimberley's Beaver Valley are other prime ski areas in the heart of an active snow belt.

Closer afield is the Lake Couchiching tourist haunt of Orillia. This burgeoning city is famed, among other things for rearing one of Canada's favourite native sons—humorist Stephen Leacock. It was here he wrote his renowned Mariposa tales of life in rural environment.

Here, too, stands the statue of Samuel de Champlain who pioneered Ontario's famous waterways. The work is considered one of the finest pieces of sculpted art in the world.

Eastward from Toronto is an area Indians affectionately called "the bright waters and happy lands." The abbreviated translation is Kawartha but it still bears the same meaning for its throngs of summertime visitors today. Make special note of Pigeon Lake, Buckhorn Lake and Rice Lake—pearls all in this beauty-splashed holiday region, noted for its aquatic pleasures and better-than-average fishing.

To voyageur Champlain the Kawarthas were almost tailor-made for his plans to chart an inland waterway. Thusly,

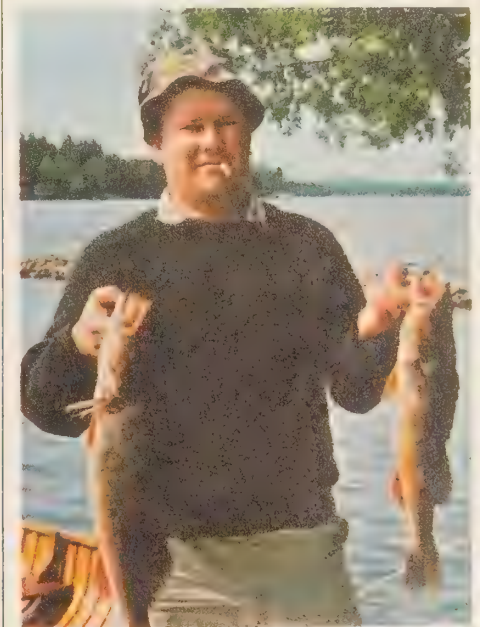
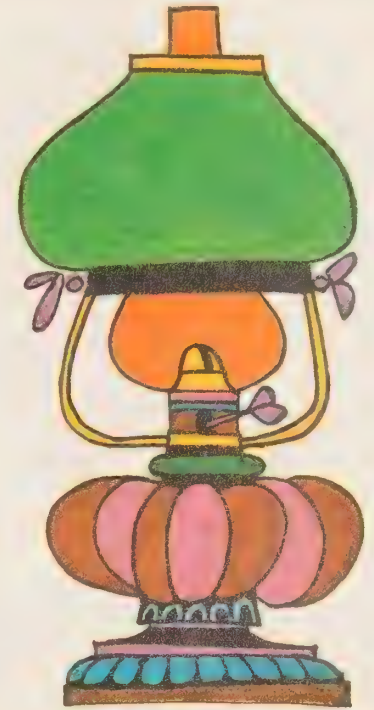
Mighty Peterborough lift-lock.



Lodge guests whoop it up.



Lakes Maskoka and Rosseau seen from the air



Andrews, 1911

latterday geographers were able to complete with facility the waterway now known as the Trent Canal system. And just as the rugged early route carried fur traders to far-flung Indian settlements, summer fun-seekers now ply the waterway in the latest of power craft.

The entire Kawartha area makes visitors water conscious. Seldom, for example, do tourists leave Peterborough without visiting its world renowned lift-lock—tallest hydraulic apparatus of its type in the world, in use since the turn of the century.

Wending north of the Kawarthas takes tourists to rolling Haliburton Highlands, a distinctively different holiday region with the same rocky ruggedness of Muskoka but shorter on holiday towns. Roads in this district are far more winding and speed must always be watched.

Haliburton claims the same autumn beauty which befalls Muskoka and this boast is amply borne out by the thronging thousands who take in the yearly phenomenon. The area is also noted for its ice fishing and excellent game birds.

A wide choice of comfortable lodgings can be found in and near Haliburton and Minden, the two largest communities in the area. And for those planning

a fishing holiday the area is renowned for small-mouth bass, lake and speckled trout and yellow pickerel. Muskies are also taken in lakes on the most easterly side of this region.

The province's central holiday region, by its very geographic nature, outdraws by far the other vacationing areas. And not to be overlooked in any way is ever-popular Georgian Bay.

At one time several shipping companies offered Great Lakes cruises. Now there is only one—twice a week from Port McNicoll. This trip takes passengers on an enlightening five-day water sojourn to and from the farthest reaches of Lake Superior—Fort William and its gargantuan grain elevators. But if time doesn't permit so extensive a journey, there's a daily cruise out of Penetanguishene lasting a matter of hours through storied Thirty-Thousand Islands on sea-like Georgian Bay.

Then, for a Coney Island type of holiday, there is Ontario's Wasaga Beach—a white sand strip extending for more than nine miles on Nottawasaga Bay. Central Ontario means more than just another holiday district. It's the playground for the bulk of the province's masses and the mecca of its fun-seeking visitors.



Trail riders enjoy resort area near Gravenhurst.



Ski resorts are numerous



Horses in a paddock



A corner of rural Ontario

Northeast

It took a king's fortune to finance the first tourist on a trip through northeastern Ontario.

The traveller was Samuel de Champlain. The king was Louis XIII of France in whose name Champlain claimed the vast area of virgin forest and still, calm lakes.

Today, the last traces of that French heritage live on in the language of many of the hard-rock miners and lumberjacks and in the names of cities, towns and villages such as Sault Ste. Marie, Larocque and Cartier.

Paved highways slice across the gigantic wilderness and the roar of fast-moving trains quells the silence. But, in much of this remote expanse the modern traveller finds one thing yet unchanged since the days of Champlain—travel is by foot or in canoes.

This is a land for those who love solitude, a land of tall trees and work-hardened men. In many of its lakes the fish have never learned to shy from the lure and the sighting of a bear, moose

or deer is far from uncommon. Perched atop hidden treasures of gold, silver, copper, nickel, uranium, and other metals are the scattered mining towns of the north. Dotted across the map are pulp and paper centres whose plants churn millions of logs into the newsprint of your daily paper.

Civilization seems a million miles away as the raucous call of a loon is heard in the dawn. Contentment means the brilliance of the stars in haze-free skies. The landscape is one of bright, sharp colours—the purple tinges of faraway hills contrasting with the deep greens and vivid blues of woods and lakes. It is a country which no camera fan can ignore.

Two main highways, alternate routes along the Trans-Canada Highway system, carry motorists through this timeless land—one arching down along the north shores of Lake Superior and Lake Huron, the other pushing through remote lands only two hundred miles south of James



Majestic scenery encloses moose hunters north of Gogama



Busy beaver



Falls near Wawa are clear and beautiful

Bay tidal waters.

Road maps vividly illustrate the loneliness of the land. On Highway 11 between Hearst and Longlac the thin line of the paved surface stretches uninterrupted for 130 miles.

Tucked down in the southeastern corner of the area is Algonquin Provincial Park, nearly 3,000 square miles of untamed forest and lakes.

Driving along the only 37 miles of highway in the park, visitors catch a glimpse of the wild beauty Algonquin has to offer.

Camping on Algonquin's remote lakes and streams, the only sign of the 20th century will be an occasional drone of a forestry airplane, patrolling for signs of fire.

The park is a wildlife sanctuary; the only shooting allowed is with a camera. But, it offers some of the finest fishing in Ontario with trout, pike and pickerel awaiting the angler's bid.

Along the highways, trailer parks and campsites have been carved out of the forest. Parkettes,

many of them with picnic tables, adjoining the roads afford fabulous opportunities to view the sweeping expanse of forest and the inlet-punctured shores of Lakes Superior and Huron.

At Espanola, motorists can swing southward and over a bridge to Manitoulin Island, the largest fresh-water island in the world. A favourite haven for Great Lakes yachtsmen, this lake-sprinkled island also offers excellent accommodations and superb fishing.

At Sudbury, whose mines produce nearly 85 per cent of world's nickel supply, is a unique numismatic park centred by a gigantic replica of the Canadian five-cent piece.

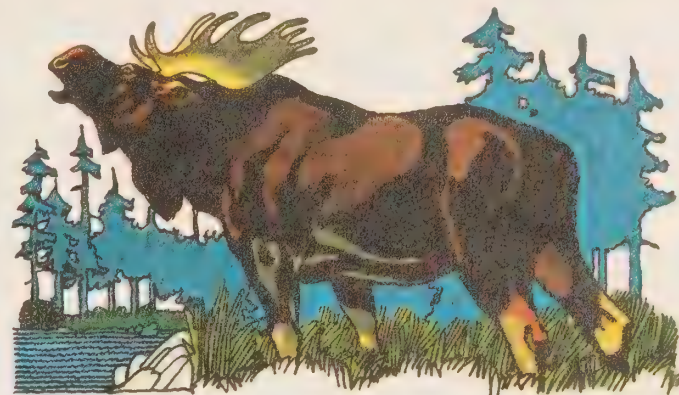
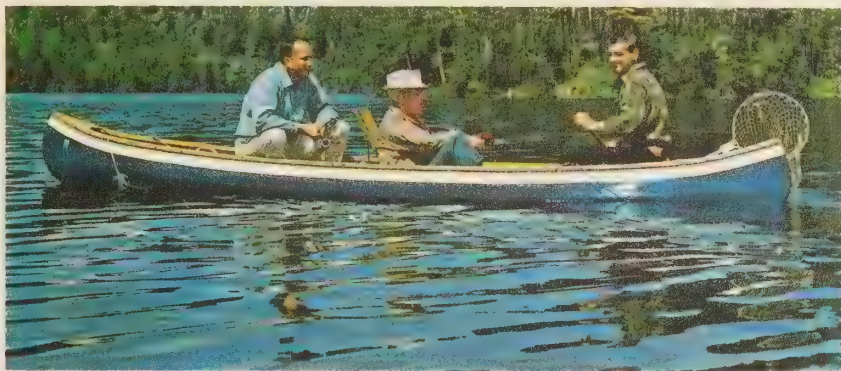
A few miles east at North Bay a mountain towering over the city hides an underground electronic and radar complex which supplies the eyes for the defence of northern Canada.

Heading north by railway or highways, travellers pass through a series of mining towns, their pitheads and slag heaps symbolic

Fly-in
fishing camps
offer
superlative
sport.



Guide provides fishing expertise.



Traditional shore lunch of fresh fish, beans.

of the men far below chipping and blasting the ore-laden rock. At Cochrane, the main highway comes to its northern terminus. A secondary road leads a few miles farther into the woods, then there are only the twin rails of the Ontario Northland Railway pushing across the muskeg to the end of the steel at Moosonee on the southern tip of James Bay. Here, at Moose Factory is one of Ontario's oldest English settlements, established in 1673 by fur traders, and serving ever since as an outpost of the pioneering Hudson's Bay Company. This is the land of the famed Canada Goose and a true paradise for hunters who fly into remote camps further north along the shores of James Bay.

Two hundred miles south, in heavily-forested areas near Timmins, modern prospectors discovered the fabulous copper and zinc lode which, in 1963, touched off a modern version of the gold rushes of yore. The strike brought a dynamic new vitality to an area long famous

for its huge gold mines.

In Timmins and in other mining centres throughout the area, special tours can be arranged giving visitors a chance to see underground operations and even the pouring of molten gold into ingots worth up to \$200,000.

In North Bay, Sundridge and other communities in the southern portion of this area, winter brings the swish of skiers, the slashing of skates on ice and the cheering of hockey fans.

But, despite its luxury resorts, the motels spread along the highways and even the relative civilization of many of the out-fitting camps, northeastern Ontario is essentially a lonely country.

Trails, travelled by the explorers more than three hundred years ago, still wander through wilderness few men have seen.

This is the North. And for anyone who doubts it, a sign at Ramore, 35 miles north of Kirkland Lake, states simply "Arctic Watershed." From this point north all waters flow into the Arctic Ocean.



Spectacular Wasi Falls near Callander.



Fishing the White River rapids



Area offers top skiing.



Southeast

Southeastern Ontario, still rich with the glory of its colonial past, is indeed a holiday in history. At Kingston, French governor Louis Frontenac in 1673 built a log cabin fort. Nearby the British built Fort Henry early in the last century to repulse the Americans. Today the parade of the Fort Henry Guard is renowned and one of the most photographed spectacles in all of Canada.

Daily during the summer months, student soldiers hand-picked

from leading universities perform a slick precision drill in the uniform of a British infantry unit of 100 years ago. In recent years they have performed twice in the Royal Tournament in London, and twice, with the U.S. Marine Corps, in Washington D.C. Southeastern Ontario encompasses Canada's capital city of Ottawa, the international section of the St. Lawrence Seaway and its jointly-owned power generating stations, the

St. Lawrence River - Thousand Island resort region, the Ottawa River with its rafts of pulpwood logs, and Canada's experimental nuclear research centre at Chalk River.

It is one broad expanse of lakeland and forest, farmland and historic villages, of winding roads which once carried pioneer settlers and—of all things—a Mississippi River, not related in any way to its more storied American namesake.

Visitors from south of the border

Famed Fort Henry Guard fire from "British Square."





Spinnakers in the sun



Thousand Islands resort boat

come in for a special sightseeing treat as they cross any of the three high level bridges from neighbouring New York state. From the Ivy Lea bridge is a breathtaking view far below of the thousand islands which gives this section of the river its exciting name. Some dot the U.S. side of the border, as many more on the Canadian side; some only large enough on which to pitch a tent, others with sprawling summer homes or spacious camping grounds.

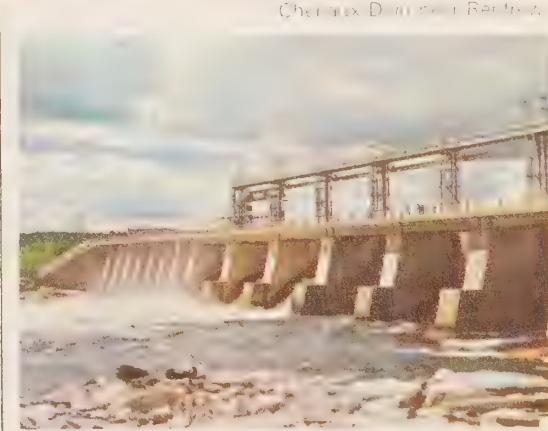
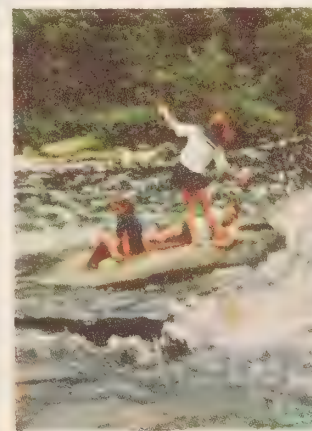
In this region, frequently described by European visitors as aesthetically dramatic as a trip along the Rhine, there are both provincial and national parks to entice the motoring traveller. And there is history. Not only of interest to those who remained loyal to Britain but to people south of the border who went their independent way in 1776. As a monument to the United Empire Loyalists who settled the area stands a recreated community of 40-odd buildings

Cruisers
dock at Jones Falls
on Rideau Canal.

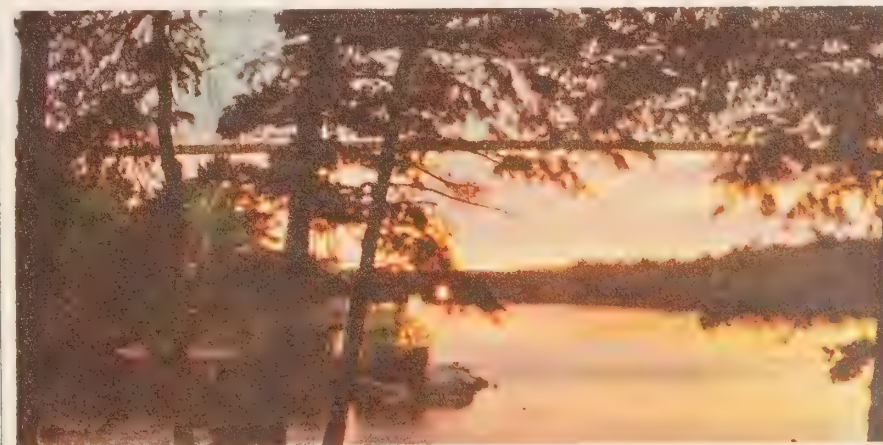




Houseboating amid the 1000 Islands



Chippewas of Rama, Ontario



Sunset in the 1000 Islands

presented exactly as they were—right down to the hand-forged nails that hold them together. This is Upper Canada Village, a wraith from the past for future generations to gaze upon. The entire composite of buildings, including homes, schools, churches and taverns, was removed whole or in part from communities marked for flooding to make the seaway and power project possible.

This showcase of Canadiana is open from mid-May to mid-October and attracts thousands

of annual visitors. Take a ride in an ox-drawn cart or sail aboard a bateau, a flat-bottom riverboat propelled by sail and oar of the type used by early French settlers.

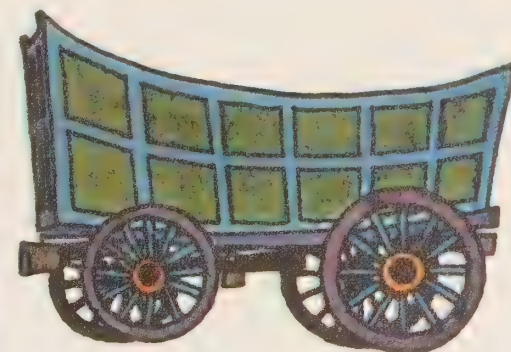
While in the same area, visit the Moses-Saunders hydro electric power station built jointly by the Ontario and New York governments, take an afternoon cruise through the Thousand Islands, or simply stand and watch the big ocean-going cargo ships passing through the Seaway locks.

Upper Canada Village.





Pipers at Maxville.



Upper Canada
Village home
reflects the age
of pioneers.



Northwest

The history of Ontario's sprawling northwest always has been linked closely with the lakes and rivers which dominate its topography.

Today, mighty ocean vessels nudge alongside the piers at the Lakehead cities of Port Arthur and Fort William, only a few hundred yards from the point where nearly three hundred years ago intrepid fur traders launched their freighter canoes westward toward the prairies

For the French traders and the men of the North West Company, furs were the prize in modern times prairie grains and rich ore have made the twin ports the busiest on the Canadian shores of the Great Lakes

Dominating the Lakehead skyline are massive grain elevators capable of holding 110,000,000 bushels of wheat—the largest concentration of grain in any one place in the world.

Each year, as soon as the ice has melted in the St. Lawrence Seaway, the first of the 1,500 ships which will dock there begins the race to the Lakehead, an ocean port buried deep in the heart of the continent.

The mercantile trade provides the economic backbone of this part of northwestern Ontario. Yet, only a few miles from this hustle and bustle the wilderness remains as it was in the days of the voyageurs.

Dark green forests blanket the rocky, rolling countryside silently surrounding the thousands of lakes where the loudest noise is the splash of a leaping trout or the occasional call of a moose. Slashing through this primeval forest and bridging countless streams and rivers is the Trans Canada Highway linking the Lakehead with Winnipeg to the west and Toronto hundreds of miles to the east.

To the motorist entering Ontario

from Manitoba, or crossing the U.S. border at International Falls or Baudette in Minnesota, an early stop is likely to be Kenora, perched at the top of Lake of the Woods, a scenic wonderland. Hundreds of families, most of them from Manitoba and the U.S., own cottages on the 14,000 islands scattered in crazy-quilt fashion throughout the northern end of the lake.

Kenora also provides an ideal jumping-off point for a magnificent triangle tour through the bush and lake country.

From Kenora the Trans Canada Highway sweeps southeast to the junction of No. 11 Highway, some 42 miles west of Port Arthur-Fort William. Heading west on No. 11 the route travels along the northern edge of magnificent Quetico Provincial Park, and passes within a few miles of huge open pit mines at Atikokan.

Mackenzie River falls provide natural showerbath.





Ore ship loading, Port Arthur



Ninety miles away, the highway takes to the air, island-hopping across the lakes on a series of causeways and bridges into Fort Frances, across the U.S. boundary from International Falls.

Quetico Park and Atikokan both merit the travellers' attention.

No roads lead through the virgin wilderness of the 1,750 square miles of Quetico Park, but it is famed throughout North America for its canoe routes.

Atikokan is a case of nature-in-reverse. Here, during the Second World War, a vast iron ore field was developed—but it was at the bottom of a deep lake.

In a desperation bid to supply raw ore for the steel mills of Ontario and Ohio, engineers drained the lake through tunnels blasted in the rock and diverted streams and rivers leading into it. The lake bottom became a massive open-pit mine and today is a major supplier of iron ore to the mills.

Motorists continuing eastward along the Trans-Canada Highway pass majestic Kakabeka Falls just before entering the twin cities of the Lakehead. Here the Kaministiquia River plunges 128 feet into a canyon, then races along to Lake Superior.

In winter the lakehead area becomes the ski centre of the northwest. Within 10 miles are slopes offering two double chair-lifts, two T-bars and seven rope tows. Woodland trails interlace the entire area.

Eastward from the Lakehead, the highway begins its magnificent sweep along the Lake Superior shore. Here, cameras are virtual necessities as the road opens up views of some of Canada's finest land and lakescapes.

Since the opening of this route a few years ago, excellent motels, motor hotels and lodges have sprung up along the highway and picnic and camp sites are spaced out along its entire length.



Nature by twilight.





Quiet drama of nightfall at Wabigoon Lake near Dryden



At sunset



Steep cliffs along the highway offer a field day for rock hounds. Chipping into the rocky surfaces, collectors can find amethysts, red and pink garnets, rainbow coloured agates, metallic galena or aquamarine-tinted beryl.

At Nipigon, on the northernmost shore of Lake Superior, the Trans-Canada Highway divides into alternate routes. The northern branch swings up through remote wilderness country with communities separated by up to 130 miles of bush; the southern arm follows along the Superior shoreline, leading into Sault Ste. Marie and Sudbury.

Within a few miles of each other along the southern extension are two of Ontario's most perfectly designed communities. The pulp and paper towns of Terrace Bay and Marathon are model towns built since the end of the Second World War, each complete with golf course, shopping plaza and excellent accommodation for residents and visitors alike

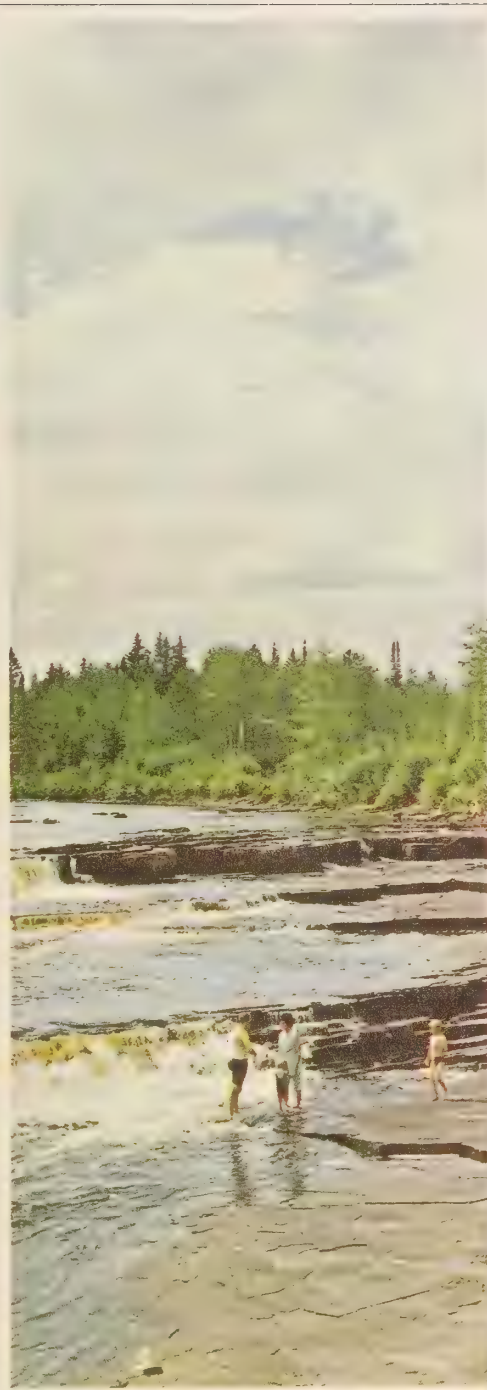
Those seeking a little more adventure with their motoring can travel along several shorter highways leading off the Trans-Canada into the remote mines and camps.

Highway 72 leads to Sioux Lookout and Hudson, jumping-off points for prospectors and hunters headed further into the northern wilderness. Here the Indian women still tote children on their backs in beaded carry-alls and float-equipped aircraft run a shuttle service bringing in men and supplies.

Along the 110 miles of Highway 105 leading to the gold mines of Red Lake, motorists often can catch a glimpse of deer or moose. The roadway passes electrical generating plants, excellent camping areas, a few sandy beaches and a variety of waterfalls. Ontario's northwest is truly a wilderness. But it is a wilderness with a difference. And that difference can provide a memorable vacation.



"Roughing it" in style on Lac de Mille Lacs



Current River rapids



Sightseeing
from the Argyle II
at Kenora



Southwest

It would almost seem somebody goofed when the international boundary was drawn, for it puts a part of Canada south of the United States

People in Windsor, Ontario look north to neighbouring Detroit, Michigan. And it is also a geographical fact that southwestern Ontario dips below 22 states of the union including—believe it or not—the northern tip of California

This southwest region, famed for its tobacco, tomato and corn crops, is known as Ontario's Sun Parlor. And complimenting its title are the broad, white sand beaches along Lake Huron and Lake Erie's north shore which beckon to thousands of summer bathers

Minutes from Windsor, near Kingsville, tourists are welcome every day but Sunday to visit Jack Miner's world renowned bird sanctuary. Geese and other waterfowl by the teeming thousands rest there each spring en route to sub-Arctic nesting grounds, and repeat their visit in fall before heading to warmer climates

Southwestern Ontario is a

treasure trove of holiday interest. Outdoor buffs may choose between a dozen provincial and two national parks in which to pitch their tents, or don pack-sacks and head out like Dan'l Boone along the Bruce Trail, a hiker's paradise 385 miles long. Seeking the unusual, tourists may visit the lively markets every Saturday and Wednesday from 6 am to noon at Kitchener, where Amish and Mennonite farmers come by horse and buggy. Absorb some culture in Stratford's modern Shakespearean theatre where the bard's works are presented all summer. Or broaden your knowledge by touring Canada's largest nuclear power station at Douglas Point—half-way between Kincardine and Southampton—on Lake Huron's shore.

And, history-lovers have a field day in this long settled section of Canada. Dozens of small towns and hamlets have historical displays or museums, not just of the butter churn and spinning wheel variety, but arrowheads and guns of early battles.

First-trippers to Ontario are invariably impressed by the

Old mill at Port Rowan



The drama and color
of Stratford.



The drama and color
of Stratford.



province's celebrated highway network—86,000 miles in all. But its pride and joy is the Macdonald-Cartier Freeway (Highway 401), a four-lane, toll-free super expressway running from Windsor to the Quebec border, a distance of 510 miles.

This multi-million dollar artery flows through the very heart of southwestern Ontario from east to west and connects with countless north-south routes leading to holiday country. Though not all completed in four lanes to date, final paving will be done before 1967—Canada's Centennial Year. And, it is 12 lanes wide across Toronto.

Off the Freeway between the, industrial cities of London and Kitchener, the traveller passes through some of Ontario's time-worn villages. Two of these, Fanshawe and Doon, have erected make-believe communities to recall their pioneer past. At West Montrose, near Elmira, the last of Ontario's covered bridges spans the Grand River. If agriculture is among your interests, take Highway 3 to Leamington and see where the

lion's share of the nation's tomato crop is processed for shipment to markets of the world. Or, if nautically minded, take a ferry ride from Leamington to picturesque Pelee Island on Lake Erie, site of Point Pelee National Park. This is the most southerly point in Canada and is a North American mecca for autumn pheasant hunters.

U.S. visitors enter southwestern Ontario from three different points—via the tunnel or Ambassador Bridge from Detroit to Windsor, or by the scenic Blue Water Bridge which spans the St. Clair River from Port Huron, Michigan to Point Edward near Sarnia.

In Sarnia is concentrated Canada's most important complex of petrochemical plants and oil refineries. Crude oil is carried to Sarnia via 2,000 miles of pipeline from the famed Leduc oil fields in Alberta.

Sarnia is also the gateway to the sweeping beach playgrounds along the Lake Huron shore. The traveller again has the choice of holidaying in relative luxury in one of the numerous resorts dotting the lake shore, or seeking a more adventurous environment



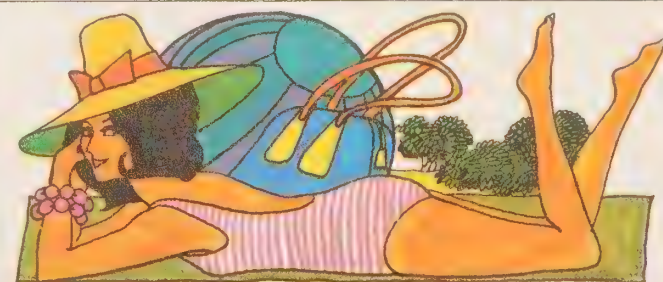
Beach at Turkey Point



Silent serenity at Port Dover.



Canada Geese, Miner's Sanctuary



Glenora, on Great River

at a pristine camping site

Southwestern Ontario is as expansive as it is varied in tourist delights. From the international entry points at Windsor and Sarnia, you can travel a full day to its northern extremity and often within view of water. This is to the very tip of the Bruce Peninsula and a fishing village called Tobermory. (Give the first "o" a "u" sound if you want to get in thick with the locals.)

Tobermory is an exciting place through the height of the holiday season, for this is the embarkation point for one of the two remaining long lake cruises in Ontario today. Two ferry boats, with space for cars in their holds, run a shuttle service to and from Manitoulin Island every day of the week. This sea-like voyage takes visitors to truly Indian country and a land mass pre-dating history

Cruise-minded visitors might also find enthralling a five-day Great Lakes cruise to the storied Lakehead aboard a Canadian Pacific steamship which embarks every Wednesday and Saturday through summer from Port

McNicoll. This voyage, including accommodation and all meals aboard plus an overnight stay in Fort William, costs roughly \$100. From land roving to water cruising, from delving into antiquity to exploring the future, this well-settled section of central Canada is a bonanza for the holiday-bound. Oh, and bring your fishing gear—do not forget your rod and reel. With no more than an hour of free time, you might land an Ontario beauty, right off a busy dock.

And if you have a strong penchant for golf, stash your clubs away in the trunk. There is many a challenging links in this very golf-minded region—from pay-as-you-play to membership invitation.

There is also excellent shopping. Fine furniture is the specialty of Kitchener, Stratford, Woodstock, and Hespeler. Sweetgrass basketry and masterful carvings traditionally belong to the Indians and these can be purchased in exciting variety at Bruce Peninsula stores.

Excitement and interest, and fun that's relaxing, are yours to enjoy in Southwestern Ontario.

Gracious
parks dot the
landscape.



The glamor of Stratford's theatre



Ontario's last covered bridge. West Lake, Ontario

Ottawa

A Nation's Capital

Peals of Parliament Hill carillon, sombre suits and homburg hats, scurrying black limousines, and an historic canal flowing through its heart.

This is Ottawa, capital of Canada. Ottawa's business is government, conducted in a surrounding of beauty, serenity and history. Mingled with stately homes, modern office building and calm parklands are the embassies of 49 nations, each adding its national flavour to the colourful Ottawa scene.

At Ottawa's heart are the distinguished buildings of Parliament Hill, in their centre the imposing Peace Tower whose bells play frequent concerts and signal the hours to the city.

Here is housed the Parliament of Canada with its impressive chambers for the House of Commons and the Senate, the proud circular library and the offices of the Ministers of the Crown.

The imperial touch gives Ottawa its dignity, the human touch gives the city its beauty; the historic touch provides its grace. From the topmost balcony of the Peace Tower, visitors are treated to a panorama of the city, of neighbouring Hull, Quebec, and the nearby Gatineau Hills silhouetted against the horizon. In spring, two million tulip bulbs

shoot forth a sea of blooms amid hundreds of thousands of daffodils and crocuses. The tulips are the gift of a grateful Queen Juliana of the Netherlands who spent the wartime years in Canada's capital while her homeland was occupied.

With the arrival of summer, rafts of logs come floating down the Ottawa river headed for the pulp and the match plants in and near the city, piling up in huge mounds along the shoreline.

The arrival of summer also brings another fleet to Ottawa—the pleasure boats sailing the Rideau Waterway from Kingston through the city and down the Ottawa River to the St. Lawrence. Built in the early 1800's to ensure a safe waterway in the event of the capture of the St. Lawrence by an enemy, the Rideau with its chain of lakes, rivers and canals ending with an eight-step lock just below Parliament Hill, is now one of the great pleasure cruises of North America.

Ottawa is a city blessed by nature and by the ingenuity of man. Nature has provided a waterfall at its centre. Man has provided the graceful and storied buildings which now adorn its university campuses and house its thousands of civil servants.

In warm weather months, its main shopping area is turned

into a blocks-long mall where strolling is never interrupted by traffic and weary feet can rest at sidewalk cafes.

Within walking distance of Confederation Square at the city's heart are the magnificent new National Art Gallery and National Museum, the Supreme Court and the Royal Canadian Mint. A short distance away is the majestic residence of Canada's Governor General with its surrounding parkland and gardens. Canada's only aviation museum, with models and full-size replicas of aircraft from jennies to jets.

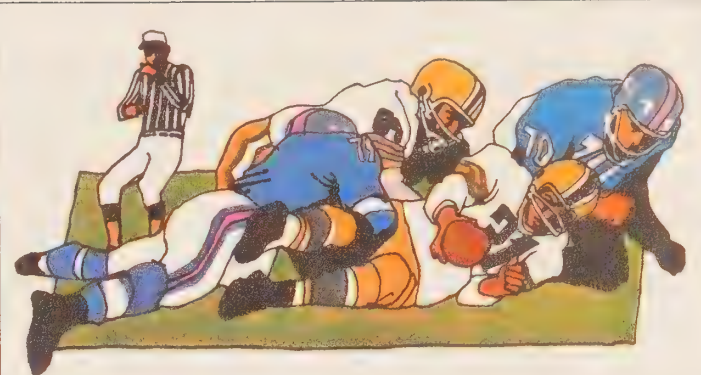
A favourite target of camera-fans are the impressively uniformed Canadian Guards who each morning during the summer season perform a changing of the guard ceremony on Parliament Hill. And, few tourists leave without a picture of one of the ramrod-straight Mounties standing sentinel at Parliament's doors.

Ottawa, spring, summer and fall is enchantment enough. Ottawa in winter with green roofs and Gothic spires, is a scene from a snowland fairy tale. Year-round it is Canada's capital. In winter it becomes a ski capital, attracting the schuss and slalom experts to the neighbouring slopes north and south of its ice-clad river.





Canada's Parliament Buildings



Changing the guard,
Parliament Hill

Toronto

Ontario's Capital

Toronto—Toronto the Good to its friends, Hogtown to its critics and home to 1,800,000 people—is the economic and cultural heart of Ontario.

Toronto is as old as the buttressed walls of Fort York, as modern as the graceful, half-moon towers of its sculptured new city hall.

Toronto is as traditional as the Queen's Park home of its provincial parliament, as avant-garde as the abstract canvasses in its art galleries.

One hundred and fifty years ago, the tiny community of York lay in ashes after an American raid led by General Zebulon Pike (for whom Pike's Peak was named); from this wilderness ruin rose the dynamic, cosmopolitan Toronto of today.

It is a city where only minutes (and a land-locked harbour) separate the frenzied chatter of the stock market tickers from the gentle splash of paddles in tree-shaded lagoons of the Toronto Islands.

Once a prohibitionist centre, it now offers a sophisticated after-dark life of superb cuisine, flossy floor shows, jazz and bright lights.

In season—and ours is 10 months long—there are musicals and musicales, pre-Broadway tryouts and Canadian dramatic offerings,

symphony concerts and folk-art gatherings.

Toronto's growth is mirrored in a skyline as changing as the calendar. Towering office buildings and apartment blocks thrust up from the heart of the city, surrounded by lush, green residential areas.

To the south is the sweep of Lake Ontario, ocean and lake freighters streaking the sky with trails of smoke. To the north, the Caledon Hills reflect the changing seasons in a kaleidoscope of colour.

Between them is a city which offers visitors a look at the second busiest stock market in North America (after New York's), the continent's newest and cleanest subway system, the largest hotel in the British Commonwealth, two of the world's largest department stores located side-by-side, a downtown horse-racing track, a 12-lane highway bypass (which flows through the geographical centre of the city), North America's only turretted baronial castle, a 13-municipality Metropolitan government which has become a model around the world, the world's oldest continuous annual exhibition, a Royal Winter Fair offering North America's greatest international jumping competition, the University of Toronto, the

largest in the Commonwealth, and the "English" city with a half million European immigrants.

It is a city in which you can worship at the church or synagogue of your choice—even in a Buddhist temple. You can shop in Canada's largest mart, in the European flavour of Kensington Market, or in the ages-old St. Lawrence Market where farmers each day come with their fresh produce.

For the sports minded, Toronto offers professional hockey, football and baseball; horse and harness racing; tennis; golf; curling; skiing; sailing; and, within an easy drive, world-championship sports-car racing. If you are so inclined, there are even cricket matches. Complete with tea breaks.

One of North America's finest art galleries is only a few blocks from the Royal Ontario Museum which offers, among its many exhibits, the largest Chinese collections in North America—one of the finest in the Western world.

All of this is Toronto, a city of cosmopolitan contrasts . . . the city with the fastest metropolitan growth rate in North America . . . the city to which you will *insist* on returning.

Elegant dining
is Toronto
tradition.





Ten minutes to post time



Old-world charm of Toronto snow



Yonge St. by night



Toronto harbour



Entering Ontario

U.S. citizens will find crossing the border into Ontario almost as relaxed as travelling from state to state. Whether arriving by car, bus, private or commercial aircraft, train, lake steamer or private cruiser individuals need not carry a passport. Canadian immigration officials will require only some form of identification paper—preferably a birth, baptismal or voter's certificate.

Motorists also will be asked to produce their ownership registration and driver's licences.

Naturalized U.S. citizens must carry citizenship papers.

Citizens of other countries living in the U.S. must carry U.S. alien registration receipt cards. (If in doubt, check with Canadian consular offices in New York, Washington, Chicago, Minneapolis, Los Angeles, San Francisco or Seattle.)

British Commonwealth citizens and those from the Americas and most of Western Europe should carry passports, but visas are not required.

Citizens of other countries must obtain visas from Canadian consular offices.

What visitors may bring to Ontario

Canadian customs duty will not be charged on almost anything visitors bring which they reasonably will need for their own use during their stay. This includes personal wearing apparel,

camping equipment, boats and outboard motors, radios, fishing tackle, car trailers, reasonable amounts of food and gasoline, 50 cigars, 200 cigarettes and 40 ounces of liquor.

Firearms and 50 rounds of ammunition may be brought in duty free. However, revolvers, pistols, and fully-automatic firearms are *not* allowed.

For ease in returning to the United States it is wise to register some of these items with the Canadian customs.

Two-way citizen band and amateur radio equipment should be registered with Canadian Customs at the time of entry into Ontario. A permit from the Department of Transport at Ottawa is required for the operation of such equipment anywhere in Canada. Visitors arriving in their own boats will receive a special permit on entering Canada. It is good for six months and must be surrendered when leaving. Pilots of private aircraft must file an approximate time of arrival in advance with the first airport they will land at in Ontario. Customs officers will clear the plane at the airport and issue a temporary pilot permit for use in Canada.

Pet and hunting dogs must have health certificates. Pet birds must be judged healthy by a Canadian Department of Agriculture inspector. Cats do not require any certificate.

Special permits are required from the

Department of Agriculture, Ottawa, to bring any plants across the border.

Canadian customs may require a deposit on furniture for cottages. The deposit will be equal to the customs duties and taxes and is refundable when the furniture is returned to the U.S.

Gifts for friends or relatives are allowed in duty free up to a value of \$10 for any one person. This does *not* include tobacco or liquor.

Fishing

More than a dozen varieties of game fish await the angler in Ontario's lakes, rivers and streams.

U.S. residents must purchase a licence for \$6.50, or a 3-day licence for \$3.25. Youngsters up to 17 do not need a licence, but their catch is counted on the adult's daily limit. Residents of Manitoba, Saskatchewan and Ontario require a licence (\$3.25) in some Provincial parks.

Catch limits and seasons vary from year to year and area to area.

Full information on fishing regulations can be obtained at any Department of Tourism and Information reception centre or by writing the department at Queen's Park, Toronto.

Generally speaking, the fishing season opens in early May and lasts until late fall. Available in season are seven varieties of trout, large and smallmouth

bass, muskellunge, pike, pickerel, sturgeon and Ontario's own splake—a cross of speckled and lake trout. Fly-in camps in remote northern Ontario offer a wide variety of game fish.

Hunting

Deer, moose, bear, partridge, pheasant, grouse, ducks, geese, rabbits and squirrels are all fair game to nimrods during open seasons. Each area of the province has its individual regulations. Full details can be obtained from the official who sells you your licence or from the Department of Tourism and Information, Queen's Park, Toronto, Ontario. Most game is within reasonable distance of highways and urban centres. However, moose are most easily found in northern regions and the shores of James Bay are famous for their Canada Geese.

Trained guides at \$8 to \$10 a day are not a necessity, but prove extremely helpful in more remote areas.

Liquor regulations

Hard liquor, imported and domestic wines and imported beers can be purchased without permit at any of the government liquor stores located throughout most of the province. Store hours vary from location to location and it is best to check these upon arrival.

Domestic wines are available at retail wine stores in most larger centres in the province.

Domestic beer is sold through Brewers' Retail and manufacturers outlets.

It is illegal for anyone under 21 years of age to purchase or consume any alcoholic beverage.

Present regulations do not permit sale of liquor, beer or wine in taverns or bars on Sundays.

It is wise to check in advance with the dining room or restaurant to ensure it is licensed to serve wine or liquor with meals. Also, as sale of alcoholic beverages is a local option in Ontario, it might be helpful to check first as to whether you will be vacationing in a "dry" area.

Weather and clothing

Summer: Ontario's climate is similar to that of the northern U.S. Temperatures average around 70 degrees in the summer, although there will be days with highs of 90 to 95. Most first-class accommodation, particularly in larger centres, is air-conditioned.

The summer is generally sunny with monthly rainfall rarely exceeding three inches during the season. However, sweaters or light jackets still will be needed for the cool evening air, particularly in northern regions. Hay fever sufferers will find the

northern Ontario pine woods basically pollen-free.

Except at luxury hotels, dinner jackets and evening dresses will not be needed during the summer season. Casual leisure clothes are generally acceptable, although many dining rooms and night clubs require jacket and tie.

Canoe trippers are advised to bring packsacks rather than suitcases to allow easier stowing. Mosquito repellent is a must for early summer water trips.

Winter: Winter conditions vary from the relatively mild in southern Ontario to extremely cold in northern regions and clothing plans should be adjusted accordingly.

Dinner jackets and cocktail dresses are seen frequently in better dining rooms and night clubs and at theatres and concerts.

Highway travel

On most provincial highways the speed limit is 50 m.p.h. On express roads and super-highways the limit is raised to 60 m.p.h. In urban and built-up areas the maximum speed is 30 m.p.h. and in some areas may even be less.

In case of an accident where personal injury or property damage results, drivers must notify the police and remain at the scene until cleared by the officers. U.S. gasoline credit cards are generally accepted in Ontario where the unit of

measure is the Imperial gallon, equal to one and one-quarter U.S. gallons.

Pedestrian crosswalks

In large cities a close watch must be maintained for special pedestrian crosswalks. These are marked by a painted "X" on the roadway and special signs alongside or overhead.

You *must* stop if a pedestrian is in the crosswalk or stepping off the curb. Passing of other cars is illegal within 100 feet of the crosswalk as indicated by posted signs.

What does it cost?

Your Ontario holiday can be tailored to fit your pocketbook.

Motorists will find gasoline averaging about 40 cents an Imperial gallon, although it is more expensive in northern areas.

Trailer and camp sites vary from 50 cents to \$1.50 per night. An entrance sticker good for all provincial parks, costs \$5.

Food costs are about the same as the U.S. and the remainder of Canada, although slightly more expensive in northern regions.

Hotels, motels and motor courts range from \$5 to \$20 per day, with higher prices for suites in big hotels. Meals in restaurants, dining rooms and night clubs cost about the same as elsewhere

in North America.

Furnished housekeeping cottages at popular resorts cost from \$35 up. Tourist homes offer rooms beginning at \$3 a night. Fishing and hunting camps rates average about \$8 per person per day.

Canoe and rowboat rentals start at \$1 a day and motors can be had for \$3 a day and up depending on the size.

Advance reservations are advised for city hotels and luxury resorts. A travel agent can advise on this.

Statutory holidays

New Year, Good Friday, Easter, Labour Day and Christmas dates are the same as elsewhere. Victoria Day is the first Monday preceding May 24. Dominion Day is July 1. Civic Holiday is the first Monday in August. Remembrance Day is November 11.

Shopping

Ontario offers everything from isolated trading posts to world-famed department stores and specialty shops. Indigenous souvenirs, including Eskimo and Indian handicrafts, are plentiful.

Throughout the province are a number of duty-free shops which will mail home purchases of U.S. residents.

Prime Minister's Message

We in Ontario have an immense pride in our province—in its vitality and in its variety.

This is a pride which we are anxious to share with visitors and I hope that in the pages of this booklet you will find a personal reason for wishing to see our province.

Ontario is big, covering more than 410,000 square miles. Within that area, you can find modern sophisticated cities and primeval wilderness areas. Whether you are hunting for moose or avant garde art galleries, they can be found in Ontario.

Magnificent lake resorts (with some of North America's finest fishing) lie only a few miles from our bustling cities,

and in winter, tens of thousands of people take to the hills at ski resorts spread across the entire province. We are equally proud of our history, and this is reflected in well-marked historic sites and in living museums such as Upper Canada Village and Fort Ste. Marie.

No cataloguing of Ontario's attractions can ever be complete. What you see within the pages of this booklet barely hints at the treasure trove of vacation opportunities which await within our province.

But, Ontario is more than just the sum of its attractions; it is a warm and hospitable area. You will receive a sincere welcome whenever you choose to visit us.

John P. Roberts

Honourable John P. Roberts,
Prime Minister of Ontario.



Fun is the keynote at Ontario's resorts.



Name _____

Street _____

City/Town _____

State _____ Zip-code _____

I am interested in coming to Ontario

this year ☐ later ☐
for about _____ days

during the month of _____

The Region I am particularly interested in is

Central ☐ Southeast ☐
South Central ☐ Northwest ☐
Southwest ☐ Northeast ☐

I will be travelling by

own car ☐ own plane ☐ own boat ☐
train ☐ bus ☐ airline ☐

I am interested in:

historical sites ☐ camping ☐
sightseeing cruises ☐ boating ☐
special events ☐ golf ☐
winter sports ☐ fishing ☐
boat launching ☐ hunting ☐
and also _____

I will want accommodation in Area No.* _____

motel ☐ motor hotel ☐ hotel ☐
housekeeping cottage ☐ resort ☐
campsites ☐

The number in the party will be _____

I'll be visiting friends & relatives ☐

*See regional map on pages 6 & 7 for Vacation Area numbers

AFFIX STAMP HERE

**The Department of Tourism & Information
Province of Ontario
Room 501
Parliament Buildings
Toronto, Ontario, Canada**



The magnificent
pageantry of autumn
in Ontario.



Toronto's Kensington Market.



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